

ESTTA Tracking number: **ESTTA529150**Filing date: **03/27/2013**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	ROAR, LLC		
Entity	Corporation	Citizenship	California
Address	9701 Wilshire Boulevard 8th Floor Beverly Hills, CA 90212 UNITED STATES		

Correspondence information	Jay Froberg Partner ROAR, LLC 9701 Wilshire Boulevard 8th Floor Beverly Hills, CA 90212 UNITED STATES froberg@roar.la
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Applicant Information

Application No	85688531	Publication date	03/05/2013
Opposition Filing Date	03/27/2013	Opposition Period Ends	04/04/2013
Applicant	STAG VENTURES LLC 472 HOPE STREET STAMFORD, CT 06906 UNITED STATES		

Goods/Services Affected by Opposition


Class 041. All goods and services in the class are opposed, namely: Entertainment services, namely, bowling alley services; Organizing and conducting bowling programs; Providing an interactive website featuring bowling program information and registration for bowling games; Providing bowling facilities; Cigar lounge services; Smoking lounge services
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Mark Cited by Opposer as Basis for Opposition

U.S. Registration No.	3015285	Application Date	07/13/2004
Registration Date	11/15/2005	Foreign Priority Date	NONE
Word Mark	ROAR		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 2000/08/10 First Use In Commerce: 2000/08/10 management of performing artists; brand representation and brand management services, namely, management and administration of licensing, merchandising and endorsement programs for the brands of others</p> <p>Class 041. First use: First Use: 2000/08/10 First Use In Commerce: 2000/08/10 production and organization of live entertainment events, namely, concerts, concert tours, festivals and industry showcases in the music field; production and distribution of motion pictures and television programs; production of DVDs and sound recordings</p>

Attachments	78450155#TMSN.jpeg (1 page)(bytes) ROAR_Opposition_03272013-F.pdf (21 pages)(17270283 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/s/ Jay Froberg
Name	Jay Froberg
Date	03/27/2013

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

ROAR, LLC,	Opposer,	Opposition No.:	
v.		Serial No.:	85/688,531
STAG VENTURES, LLC,		Mark:	ROAR
	Applicant.	Filed:	July 27, 2012
		Published for	
		Opposition:	March 5, 2013

NOTICE OF OPPOSITION

In the matter of pending trademark application Serial No 85/688,531, for the mark “ROAR” (hereinafter “Applicant’s Mark”) in International Class 41 for “Entertainment services, namely, bowling alley services; Organizing and conducting bowling programs; Providing an interactive website featuring bowling program information and registration for bowling games; Providing bowling facilities; Cigar lounge services; Smoking lounge services” filed by Stag Ventures, LLC (hereinafter “Applicant” or “Stag”), and published in the Trademark Official Gazette on March 5, 2013, Opposer ROAR, LLC, believes it will be damaged by the registration of such mark, and hereby opposes same.

As grounds for its opposition, ROAR, LLC, upon actual knowledge with respect to Opposer’s own acts, and upon information and belief as to other matters, alleges as follows:

OPPOSER AND ITS MARK

1. Opposer ROAR, LLC (hereinafter “ROAR”) is a California limited liability company with an office at 9701 Wilshire Boulevard, 8th Floor, Beverly Hills, California 90212.

2. ROAR is the owner of United States trademark registration for Opposer’s Mark, U.S. Registration No. 3015285 in International Class No. 35 for “management of performing artists; brand representation and brand management services, namely, management and administration of licensing, merchandising and endorsement programs for the brands,” and International Class 41 for “production and organization of live entertainment events, namely, concerts, concert tours, festivals and industry showcases in the music field; production and

distribution of motion pictures and television programs; production of DVDs and sound recordings.”

3. ROAR’S U.S. Registration No. 3015285 is valid and subsisting, and, pursuant to 15 U.S.C. § 1065, is incontestable and thus constitutes conclusive evidence of Opposer’s exclusive rights pursuant to 15 U.S.C. § 1115(b).

4. Certified status and title copies of this and any other pertinent registration will be made part of the record herein during ROAR’S Testimony Period. Print-outs showing the current status of this registration as reflected by the United States Patent & Trademark Office database are attached hereto as Exhibit 1. The products and services covered by Opposer’s Mark are hereinafter referred to as “ROAR’s Services.”

5. ROAR is a full-service management and production company that specializes in talent management, strategy and development and production, providing clients with a comprehensive solution for maximizing their careers and brands across a wide spectrum of industries, including, but not limited to, sports, music, film, entertainment, lifestyle and health. ROAR represents Academy Award winning, Emmy Award winning, Tony Award winning, Golden Globes Award winning and Grammy Award winning talent, as well as experts, icons, entertainment brands and properties, high net worth individuals, estates and prominent investors, among others.¹

6. ROAR produces, creates and organizes corporate, sports and entertainment ventures, live events, distributes motion pictures, television programs, webisodes, mobile and online content, radio shows, CDs, DVDs and sound recordings for a number of industries, including, but not limited to, sports, music, film, entertainment, style, lifestyle, finance, humanitarianism, the environment and success, or a combination thereof.

¹ ROAR’s description of its products in this Opposition is intended to be illustrative and not all-inclusive of all of its business lines and offerings.

7. ROAR represents clients such as Zac Brown Band, Sal Masekela, TSO Studios, Urban Zen Foundation, Aisha Tyler, Godfrey, Rachel Ashwell, Cinedigm, Mooter Media, CST Tax Advisors, and Urban Farming, among others, and on their behalf, produces, creates and organizes corporate, sports and entertainment ventures, live events, distributes motion pictures, television programs, webisodes, mobile and online content, radio shows, CDs, DVDs and sound recordings for a number of industries, including, but not limited to, sports, music, film, entertainment, style, lifestyle, finance, humanitarianism, the environment and success, or a combination thereof. Attached hereto as Exhibit 2 are true and correct copies reflecting representative examples of ROAR's production, organization and distribution of said ventures and events, motion pictures, television programs, webisodes, mobile and online content, radio shows, CDs, DVDs and sound recordings.

8. As early as 2000, ROAR has been using, and to this day continues to use, throughout the United States and the world, the mark "ROAR" in connection with the services offered by ROAR ("Opposer's Mark").

9. Over the last 13 years that ROAR has used Opposer's Mark in connection with ROAR's Services, ROAR has invested a substantial amount of time, effort and money in the advertising and promotion of this distinctive mark. Moreover, over this time, ROAR has enjoyed substantial sales of ROAR's Services offered for sale and sold under Opposer's Mark, and consumers and the trade have come to recognize and associate this mark exclusively with ROAR.

10. Specifically, ROAR's Services in connection with Opposer's Mark within the sports and lifestyle industries can be demonstrated, non-inclusively, by its' relationship with ROAR client, TSO Studios, LLC ("TSO Studios"). ROAR has provided TSO Studios with ROAR's Services, namely the organization, development and distribution of mobile and online content, management, marketing, structuring of commercial viability, and procuring licensing ventures since TSO Studios' formation in early 2011. ROAR facilitated the insertion of TSO Studios' products into the stream of commerce in August of 2011. Moreover, Opposer's Mark

and ROAR have commonly and publicly been referenced in connection with ROAR's Services since TSO Studios' inception. Examples of these references are attached hereto as Exhibit 3 in the form of a press release and page from the TSO Studios website.

11. TSO Studios' business purpose is to develop, produce, market and sell specific sport-based interactive informational and video instruction applications across online and mobile platforms, including but not limited to, Apple, Google and Blackberry. Each respective TSO Studios application is "hosted" by its founder and ROAR client, sports commentator, television personality and musician, Sal Masekela. Additionally, each respective application features notable professional athletes relevant to each respective sport. TSO Studios currently provides online and mobile applications for a variety of sports, including: skateboarding (*TSOskate*), wakeboarding (*TSOwake*) and BMX bicycling (*TSObmx*), and is currently in development and has begun marketing for surfing (*TSOsurf*), snowboarding (*TSOsnow*) and moto-cross motorcycling (*TSOmx*) online and mobile applications, as attached hereto as Exhibit 4. TSO Studios has taken further action in preparation for, and in contemplation of, creating an online and mobile application for cheerleading, as attached hereto as Exhibit 5.

12. By virtue of ROAR's aforesaid registration and its advertising, promotion, and extensive sales, ROAR has acquired valid and enforceable trademark rights in Opposer's Mark for ROAR's Services, and this trademark has come to represent an extremely valuable goodwill owned by ROAR.

APPLICANT

13. Applicant Stag is a Connecticut corporation with its principal place of business at 472 Hope Street, Stamford, Connecticut 06906.

14. On July 27, 2012, Stag filed Application Serial No. 85/688,531 for the mark "ROAR" for "Entertainment services, namely, bowling alley services; Organizing and conducting bowling programs; Providing an interactive website featuring bowling program information and registration for bowling games; Providing bowling facilities; Cigar lounge

services; Smoking lounge services” in International Class 41 under Section 1(b), 15 U.S.C. § 1051(b).

15. Upon information and belief, Applicant has not begun using the “Roar” mark on or in connection with any goods and/or services, including without limitation the applied for services.

COUNT I: PRIORITY AND LIKELIHOOD OF CONFUSION

16. Opposer realleges and incorporates by reference all previous allegations in this matter, inclusively, as if fully set forth herein.

17. Opposer has used Opposer’s Mark in commerce continuously since long before the filing date of the opposed application and, as Applicant has not even yet used the mark in commerce, before any potential date of first use by Applicant. Opposer’s trademark registration No. 30125285 issued well over a decade prior to the filing date of the Applicant’s trademark application.

18. Opposer has used Opposer’s Mark in commerce for the production, creation and organization of corporate, sports and entertainment ventures, live events, distribution of motion pictures, television programs, webisodes, mobile and online content, radio shows, CDs, DVDs and sound recordings for a number of industries, including, but not limited to, sports, music, film, entertainment, style, lifestyle, finance, humanitarianism, the environment and success or a combination thereof, since well before Applicant applied for its mark.

19. The dominant portion, appearance, meaning, and overall commercial impression of Applicant’s Mark is the same as Opposer’s Mark.

20. Applicant’s Mark covers services in the industries that are identical, related and complementary to the services covered by Opposer’s Mark and ROAR’s pleaded registration, including, but not limited to, the production, creation and organization of corporate, sports and entertainment ventures, live events, distribution of motion pictures, television programs, webisodes, mobile and online content, radio shows, CDs, DVDs and sound recordings for a number of industries, including, but not limited to, sports (as attached hereto as Exhibit 6),

music, film, entertainment, style, lifestyle, finance, humanitarianism, the environment and success or a combination thereof.

21. Because Opposer's Mark and the various goods and services advertised, promoted and sold by ROAR under that trademark (including, inter alia, the production, creation and organization of corporate, sports and entertainment ventures, live events, distribution of motion pictures, television programs, webisodes, mobile and online content, radio shows, CDs, DVDs and sound recordings), are exclusively associated with ROAR, the registration and use by Applicant of Applicant's Mark – which has the same overall commercial impression as Opposer's Mark– for the Class 41 services identified in the opposed application, will inevitably cause confusion in the minds of the public, leading the public to believe that Applicant's services emanate from ROAR, that ROAR has sponsored or approved of such services, and/or that Applicant is in some way associated with or connected to ROAR, when, in fact, no such relationship exists, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

22. As a result of the foregoing, registration to Applicant of Applicant's Mark would be inconsistent with Opposer's prior exclusive rights in Opposer's Mark and would threaten to destroy Opposer's investment and goodwill in Opposer's Mark.

23. By reason of the foregoing, Opposer will be damaged by the registration of Applicant's Mark.

PRAYER FOR RELIEF

WHEREFORE, ROAR respectfully requests that this opposition be sustained, and that registration of the mark in Application Serial No. 85/688,531 be refused.

March 27, 2013

Respectfully Submitted,

/s/ Jay Froberg_____
Jay Froberg
ROAR, LLC
9701 Wilshire Boulevard
8th Floor
Beverly Hills, California 90212
Phone: 310-424-7800

CERTIFICATE OF SERVICE

I hereby certify that on the 27th day of March, 2013, a true and correct copy of the foregoing document was served on counsel for Applicant, Stag, Matthew C. Wagner, Diserio, Martin, O'Connor & Castigliano, 1 Atlantic Street, Stamford, CT 06901-2482, via FedEx.

/s/ Jay Froberg

Jay Froberg
ROAR, LLC
9701 Wilshire Boulevard
8th Floor
Beverly Hills, California 90212
Phone: 310-424-7800

EXHIBIT 1

Trademark Electronic Search System (TESS)

http://tess2.uspto.gov/bin/showfield?f=doc&state=4005_zrq3g.2.1

Trademark Electronic Search System (TESS)

TESS was last updated on Thu Mar 14 05:02:46 EDT 2013

[TESS Home](#) [NEW USER](#) [STRUCTURED](#) [FILE FORM](#) [Screen Shot](#) [SEARCH QC](#) [BUTTON](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

Record 1 out of 1

[TSDB](#) [Assign Status](#) [TAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)

ROAR

Word Mark ROAR
Goods and Services IC 035, US 100 101 102, G & S: management of performing artists; brand representation and brand management services, namely, management and administration of licensing, merchandising and endorsement programs for the brands of others. FIRST USE: 20000810. FIRST USE IN COMMERCE: 20000810
IC 041, US 100 101 107, G & S: production and organization of live entertainment events, namely, concerts, concert tours, festivals and industry showcases in the music field; production and distribution of motion pictures and television programs; production of DVDs and sound recordings. FIRST USE: 20000810. FIRST USE IN COMMERCE: 20000810

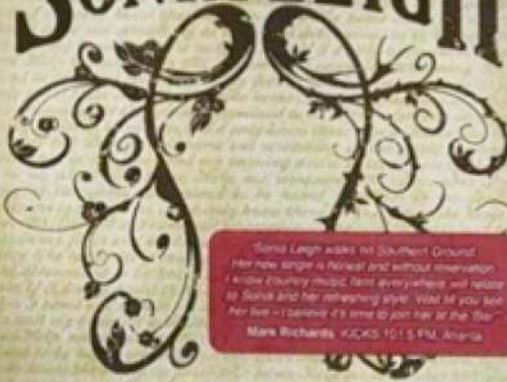
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 78450155
Filing Date July 13, 2004
Current Basis 1A
Original Filing Basis 1A
Published for Opposition August 23, 2005
Registration Number 3015285
Registration Date November 15, 2005
Owner (REGISTRANT) ROAR, LLC LIMITED LIABILITY CORPORATION CALIFORNIA 9701 Wilshire Boulevard 8th Floor Beverly Hills CALIFORNIA 90212
Attorney of Record Greg Sues
Type of Mark SERVICE MARK
Registrar PRINCIPAL
Affidavit Text SECT 15, SECT 8 (6-YR).
Live/Dead Indicator LIVE

[TESS Home](#) [NEW USER](#) [STRUCTURED](#) [FILE FORM](#) [Screen Shot](#) [SEARCH QC](#) [TOP](#) [HELP](#)

EXHIBIT 2



SONIA LEIGH



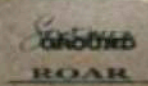
Sonia Leigh adds on Southern Ground
Her new single is honest and without reservation
I know country music fans everywhere will relate
to Sonia and her misadventures. "Wait til you see
her live - I promise it's time to join her at the Bar"
Mark Richards KICKS 10:15 PM, Atlanta

1978 DECEMBER

- 01 AIN'T DEAD YET
- 02 MY NAME IS MONEY
- 03 BAR
- 04 RIBBON OF RED
- 05 I JUST MIGHT
- 06 VIRGINIA (featuring Amy Ray)
- 07 A POEM FROM THE OCEAN FLOOR
- 08 IF YOU WON'T TELL
- 09 ROAMING (featuring Zac Brown)
- 10 1978 DECEMBER

Contact: info@sonialeigh.com | 404.567.3480
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RACHEL ASHWELL'S SHABBY CHIC®







SHABBY CHIC TREASURES



RACHEL ASHWELL'S SHABBY CHIC®

For Shabby Chic, any home can be transformed to express one's personal taste. It isn't about spending lots of money to create a room but using everyday items in a new thoughtful way to make a space that is stylish, comfortable and affordable. From taking an old door and adding interesting fixtures to give it a new life, or a picture frame that can be updated with paint and a mirror. Taking a fresh approach with a room can breath new life into a well used space.

Rachel illustrates practical approaches to dressing a Shabby Chic room. Flea market's with Rachel has her discussing her thoughts about deciding to purchase an item and how it can be used. Alternative methods for everyday items that with a little work can make a room more dramatic; and often without alot of money. Rachel also shows you a lovely home that reflects the true appreciation for a Shabby Chic lifestyle. You will be truly inspired!

Designer Rachel Ashwell, founder of Rachel Ashwell® Shabby Chic® created the brand that is synonymous with her design sense and lifestyle. Rachel based the brand on the aesthetics of beauty, comfort and function. The company was founded in 1989 with the opening of the original store in Santa Monica, CA, which sold Rachel's washable slipcovered furniture and fabulous flea market finds.

Run Time:
66 minutes

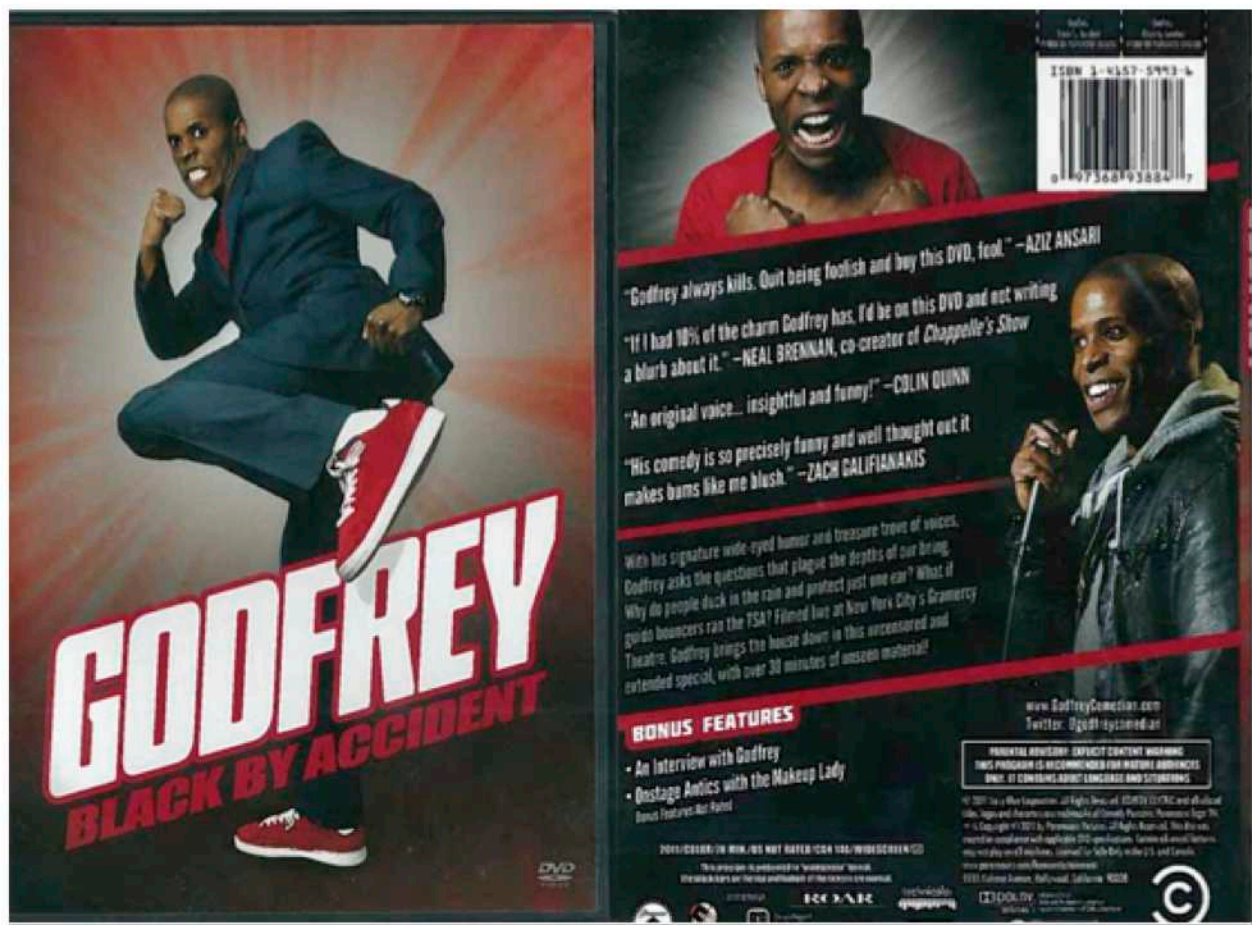
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ISBN: 978-1-55987-634-4





ROAR and Richard McWhorter invite you to a private dinner on 13th October with Donna Karan and Urban Zen at Culina Restaurant at the Four Seasons Hotel (300 S. Doheny Drive in LA, 90048). 6PM Cocktails, 7PM Dinner & Discussion.

URBAN ZEN

Please RSVP to Ben Rodriguez
RODRIGUEZ@ROAR.LA
(310) 424 - 7800

sal masekela - Google Search

http://www.google.com/search?client=safari&rls=en&q=sal+masekela&ie=UTF-8&oe=UTF-8

sal masekela - Google Search

Google sal masekela

Web Images Maps Shopping More Search tools

About 132,000 results (0.22 seconds)


Sal Masekela - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Sal_Masekela
 Selema Mabena "**Sal**" Masekela (born August 28, 1971) is an American television host, sports commentator, actor, and singer.

Sal Masekela - IMDb
www.imdb.com/name/nm1679085/
Sal Masekela, Actor: E!'s Live Countdown to the Golden Globes. **Sal Masekela** is an American television host. He is the son of the famous South African jazz ...

Sal Masekela won't return as X Games host - X Games
xgames.espn.go.com/article/.../sal-masekela-return-x-games-host
 Dec 3, 2012 - **Sal Masekela** on set at X Games Los Angeles. Masekela will be moving on from his X Games hosting duties in a new partnership with Red Bull ...

Sal Masekela (SalMasekela) on Twitter
<https://twitter.com/SalMasekela>
 The latest from **Sal Masekela** (@SalMasekela). Sideways Slipper, Lane Changer, TV Host, Sportscaster, Actor, Philanthropic Dude, Life Lover, Lucky Guy. here, ...

Images for sal masekela - Report images



Sal Masekela reflects on Caleb Moore, ESPN's response
www.usatoday.com/story/sports/.../02/.../sal-masekela.../1883007/
 Feb 1, 2013 - **Sal Masekela** spent 13 years with the X Games, broadcasting it from its infancy to when the event was in the national spotlight.

Sal Masekela

Actor

Selema Mabena "Sal" Masekela is an American television host, sports commentator, actor, and singer. [Wikipedia](#)

Born: August 28, 1971 (age 41), [Los Angeles](#)


Film music credits: [Alekesam](#)


Parents: [Hugh Masekela](#), [Jesse Lapiere](#)


Movies and TV shows: [Daily 10](#), [Ballbreakers](#), [More](#)


Siblings: [Nathan Gonzalez](#)


People also search for

 [Hugh Masekela](#)
Father

 [Ben Lyons](#)

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American Stock Markets, Public and Private Company Financing Options And Cross-Border USA-AUS Investment Transactions: A Guide for Australian CEOs, Business Owners, Investors and Advisers

TUESDAY 20 MARCH 2012

Discussion 2PM – 6PM

RACV Club

Level 2, 501 Bourke Street

Melbourne VIC 3000

Hosted/Moderated by Trent Blacket, Director of ROAR

Asia Pacific, Los Angeles, www.roaraslapacific.com

Drinks 6:15PM – 8PM

Rosati

95 Flinders Lane

Melbourne VIC 3000

HOST COMPANIES

Greg Suess
ROAR
MIDDLE MARKET DEALS: A USA
PERSPECTIVE
www.roar.la

ROAR

John Marcarian
CST Tax Advisors
CROSS BORDER AUSTRALIAN/AMERICAN TAX
STRATEGIES
www.csttax.com

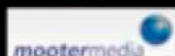


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(ASX:MM2)
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Barry Driscoll
Oxford Capital;
Former Head of Bank of NY Mellon
ADR BUSINESS AUSTRALIA/NEW ZEALAND



Paul Benveniste & Daniel Parasol
Evans & Partners
THE AUSTRALIAN STOCK
MARKET
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Steven Spiteri
Riverside Equity
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Michael McDonald
McDonald Partners
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Fragomen
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FRAGOMEN

Struan Scott
Morgan Samuels
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SEARCH PERSPECTIVE
www.morgansamuels.com

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THERE IS NO FEE TO ATTEND. PLEASE RSVP TO BEN AT RODRIGUEZ@ROAR.LA



EXHIBIT 3





GPS STARGAZER


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Sal Masekela Announces TSO Studios, Signs Paul Rodriguez

Author: [TSO Studios Press Release](#)

2-10-2011

Categorized in: [Articles](#) [News](#)
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ESPN X Games host Sal Masekela today announces the launch of TSO Studios, a new media company specializing in action sports how-to video apps for mobile devices.



**SUPER AIR
NAUTIQUE**



Masekela also announced that TSO has added skateboarding icon and 3-time X Games Gold medalist Paul Rodriguez to their rapidly expanding roster of athletes. "We're setting the bar as high as we can by signing athletes like P Rod. Riders that aren't just the best in the world, but that also really want to give hands-on, personal instruction to help riders at all levels progress," said Masekela. TSO and ROAR, a Beverly Hills based talent and brand management company that represents both Masekela and TSO, are aggressively pursuing world class talent to join Rodriguez on the TSO team in everything from skateboarding and snowboarding to surfing, motocross and BMX.

Each TSO instructional app will include preloaded beginner, intermediate and advanced tricks by a featured TSO team rider as well as additional Pro Sets from other TSO pros that can be purchased via an in-app store. The store is built directly into the app and will be updated monthly with Pro Sets from the best riders in the world.

Using their proprietary 5 Light Progression System™ with integrated video and step-by-step written instruction, TSO, aka The School Of, will help riders build the proper foundation needed to master tricks at every level across all action sports. All pros have their own techniques and tips for landing tricks and TSO will give users unprecedented mobile access to lessons from the world's best – at their favorite skate spot, at the beach or up on the mountain.

An avid rider himself, Masekela said, "We live in an era where every participant in action sports is used to having access to everything right at their fingertips. And that was the driving force behind the creation of TSO – 24/7 access to instruction from the best riders in the world, all in the palm of your hand."

TSO has also built an impressive team of riders from the wake world including Australian superstar Harley Clifford, TransWorld's Wakeboarder of the Year in 2010; action sports legend Parks Bonifay; World Champion wakeskater Reed Hansen; World Wakesurf Champion Drew Daniel; TSO partner Corey Bradley; up-and-comer Steel Lafferty; and the always stylish Ben Greenwood. Look for TSO WAKE to drop in mid February.

The School Of is in session. Ride TSO.

About TSO Studios

TSO Studios is a recently formed new media company specializing in action sports how-to video apps for mobile devices. TSO is represented by ROAR, a Beverly Hills-based talent and brand management company with offices in Nashville, Atlanta and New York. You can find them online at [TSOstudios.com](#).

About Sal Masekela

The often imitated but never duplicated Sal Masekela is the long-time host of both the Summer and Winter X Games on ESPN as well as an avid surfer, skater, and snowboarder. Sal joined Team TSO in the summer of 2010 bringing his vast experience in the action sports world as well as an overwhelming enthusiasm for helping riders improve their skills. Masekela is represented by ROAR, a Beverly Hills-based talent and brand management company with offices in Nashville, Atlanta, and New York.



Latest News

Hyperlite
Introduces San Im

Kicker KM6LED
Marine Coaxial
Speakers Deliver
Full-Range Sound
with LED Accent
Lighting

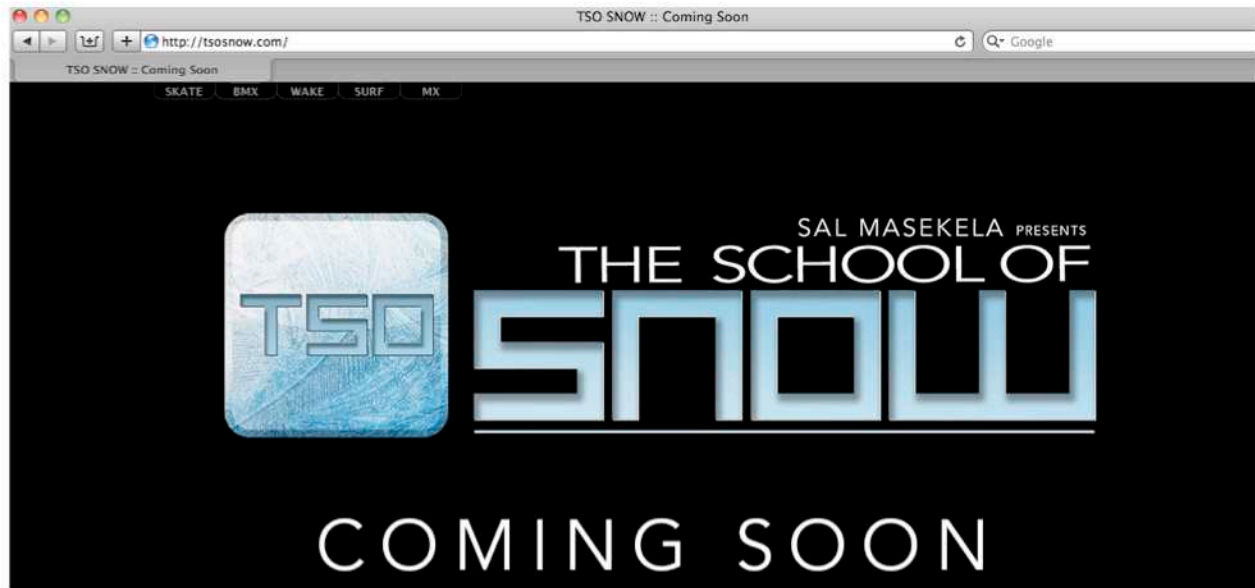
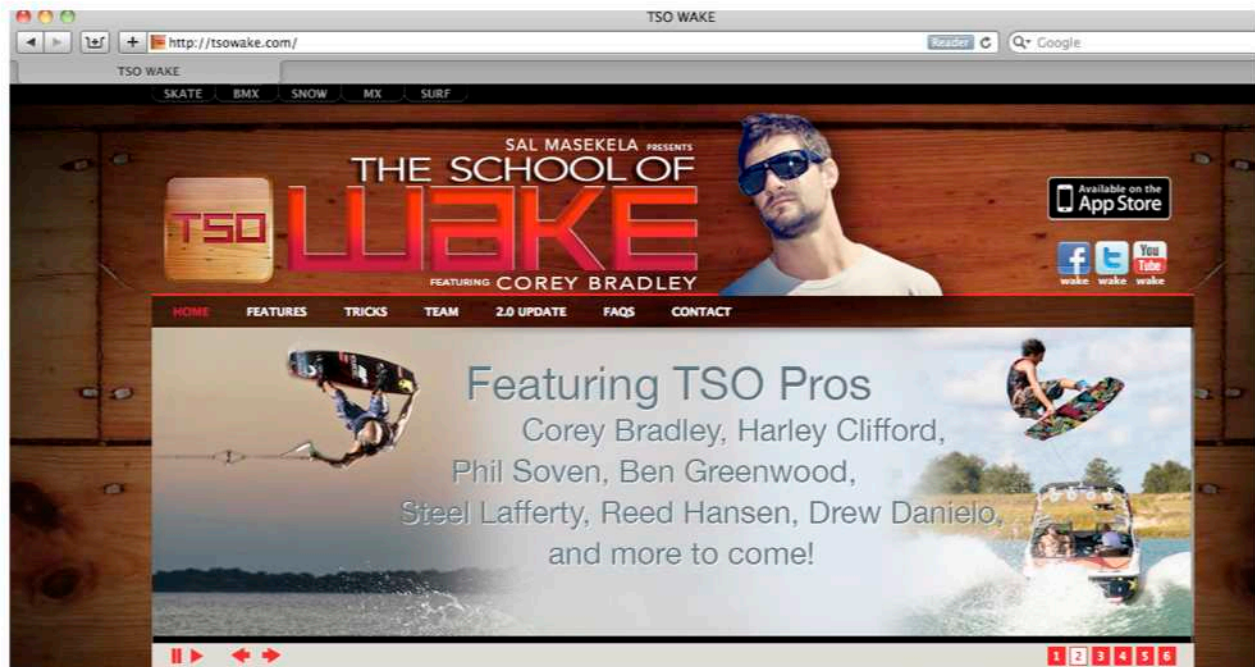
Tige Boats Wakes
The Desert of
West Texas

Lavelle Training
School Proudly
Presents "Ladies
First"

Team Supra Boats
Dominating Down
Ireland

EXHIBIT 4





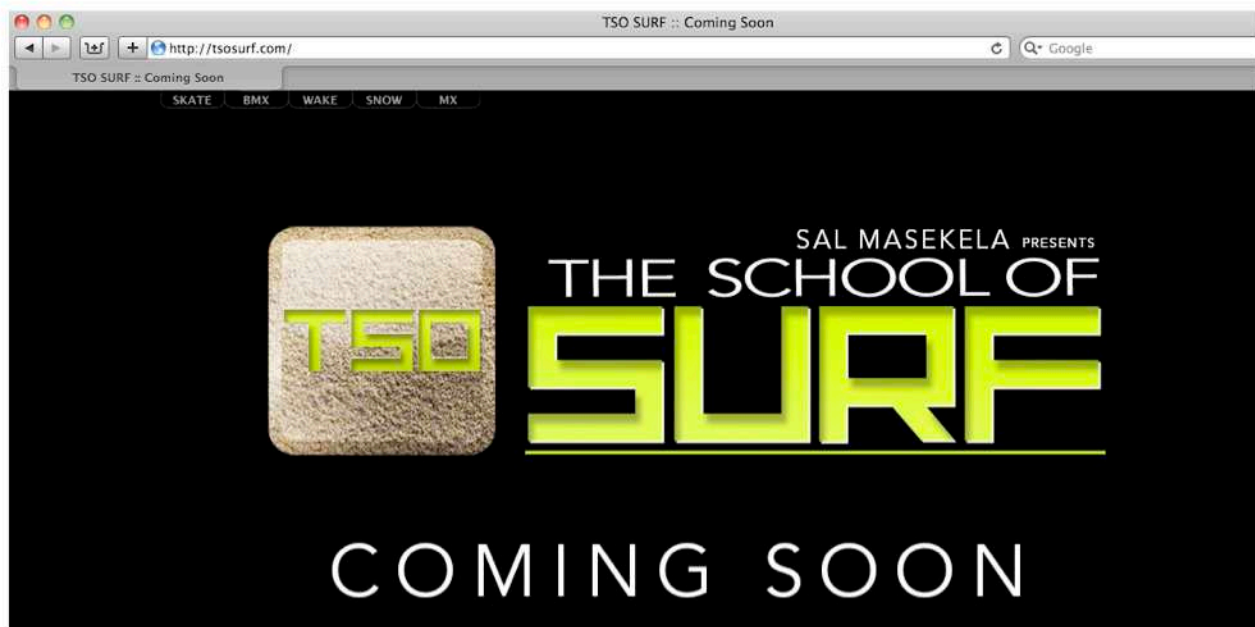
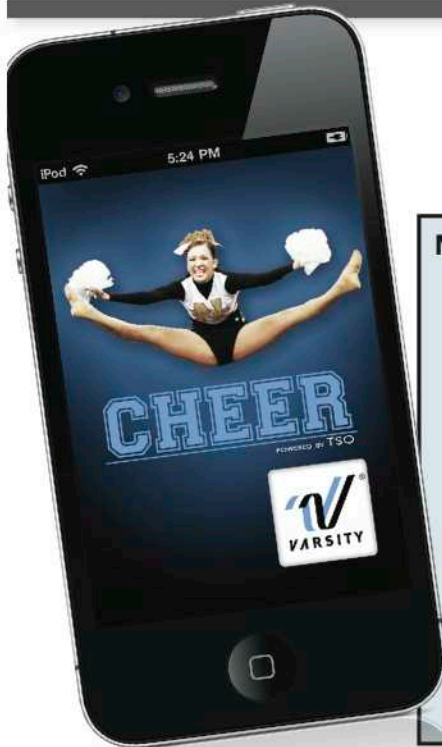


EXHIBIT 5

TSO STUDIOS

Mobile How-To Apps



Mobile cheerleading instruction with HD video and written steps

- : Multiple HD video angles with voiceover and onscreen tips
- : 5 Light Progression System™ to build the proper foundation plus a personal Progress Tracker
- : In-App Store for releasing additional content - everything from stretches to skills, sidelines to dances, beginner drills to elite stunts. Content such as competition highlights, pre-camp prep videos, etc. can also be distributed.
- : Available on iPhone, iPod touch, and iPad
- : Additional functionality could be added, such as:
 - a terms glossary
 - links to the Varsity Shop website and Varsity brand sites
 - a feed of events info
 - social media sharing features
 - Android version

Benefits

- : Further engage the current audience as well as attract new customers
- : Serve as the mobile interface to Varsity brands and offerings such as camps, merchandise, competitions, etc.
- : Provide additional revenue
- : Further solidify Varsity as the leading provider of cheerleading solutions

In a poll on Varsity.com, 53% of respondents wanted more videos and 30% wanted more training and instruction. A Varsity-branded CHEER app provides both components to users. Anywhere. Anytime.



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EXHIBIT 6

bowling - definition of bowling by the Free Online Dictionary, Thesaurus and Encyclopedia.

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bowling [^ˈbəʊlɪŋ]

n

1. (Individual Sports & Recreations / Bowls & Bowling) any of various games in which a heavy ball is rolled down a special alley, usually made of wood, at a group of wooden pins, esp the games of tenpin bowling (tenpins) and skittles (ninepins)
2. (Individual Sports & Recreations / Bowls & Bowling) the game of bowls
3. (Team Sports / Cricket) *Cricket* the act of delivering the ball to the batsman
4. (Individual Sports & Recreations / Bowls & Bowling) (*modifier*) of or relating to bowls or bowling *a bowling team*

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